



NEWS RELEASE

VIRGINIA AGRICULTURAL STATISTICS SERVICE

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Virginia Horticulture Industry Exceeds \$159 Million in Sales in 1998

According to the 1998 Census of Horticultural Specialties, Virginia's horticulture producers accounted for \$159.5 million in sales. Sales of horticultural products increased by 278 percent, from \$57.4 million at the time of the last Census of Horticultural Specialties in 1988. The Census of Horticulture Specialties, conducted by the U.S. Department of Agriculture, National Agricultural Statistics Service (NASS), provides a wide variety of data relating to methods of production, production expenses, sales, number of operations by size, and area in production. Nursery products accounted for the largest portion of Virginia's production at 37 percent, followed by annual bedding/garden plants (16 percent), potted flowering plants (12 percent), turfgrass, sod, sprigs, and plugs (11 percent), and herbaceous perennials (10 percent). Virginia ranked 18th in the nation with respect to total sales.

The primary objective of the horticultural specialties census is to obtain a comprehensive and detailed picture of the horticultural sector of the economy. It is the only source of detailed production and sales data at the national level. The census of horticultural specialties provides detailed statistics to government agencies, academia, nursery and floriculture industries, and others on the size and structure of the horticulture industry for planning, policymaking, research, and market analysis.

Some of the highlights from this special census were:

- < California topped the sales charts, capturing slightly over 21 percent of the \$10.6 billion of horticultural specialties sold in the United States in 1998.
- < Florida, Oregon, Pennsylvania, and Texas came in second through fifth, respectively, in sales.
- < Floriculture (bedding and garden plants, potted flowering plants, foliage plants, cut flowers, and cut cultivated greens) accounted for 42 percent of the horticultural specialty sales.
- < The value of horticultural specialty crops at the U. S. level increased dramatically from the previous horticultural census, from \$4.8 billion in 1988 to \$10.6 billion in 1998. This nearly \$6 billion growth represents a 221 percent increase. (Christmas trees were not included in the 1988 census.)

The census of horticultural specialties contains information on floriculture, nursery, and other specialty crops such as sod, mushrooms, food crops produced under glass or other protection, transplants of commercial production, Christmas trees, and seeds. To discover the wealth of horticultural and other agricultural statistics available from NASS, including hundreds of commodity production and price reports, or to review a full catalog of NASS products and services, visit the NASS Home Page at www.usda.gov/nass/. The 1998 Census of Horticultural Specialties, 1997 Census of Agriculture reports, State and County Profiles, Highlights, and a slide show presenting *Quick Facts* are accessible by clicking "Census of Agriculture." For other information, e-mail nass@nass.usda.gov or call 1-800-727-9540. To order a printed copy of any NASS report, call the NASS Order Desk at 1-800-999-6779.

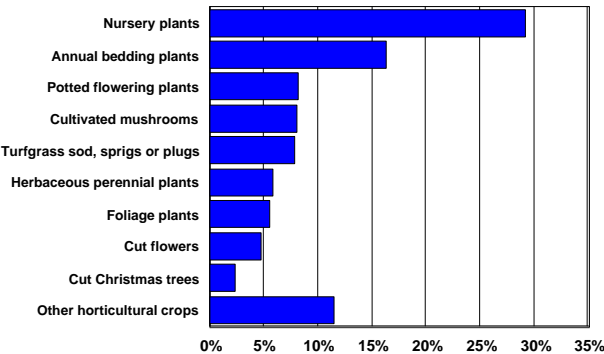
1998 U. S. Census of Hort. Specialties

Historical Value of Sales

Year	Sales
1998	\$10,599,298,000
1988	\$4,791,893,000
1979	\$3,212,010,000
1970	\$960,919,000
1960	\$515,681,000
1951	\$300,638,000
1931	\$192,105,000
1891	\$26,212,000

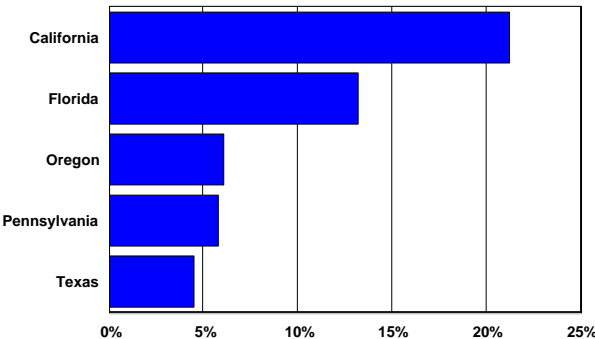
1998 U. S. Census of Hort. Specialties

Horticulture Sales by Commodity Group Total Sales = \$10,599,298,000



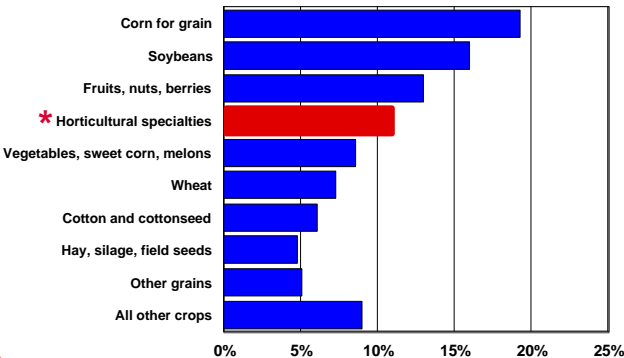
1998 U. S. Census of Hort. Specialties

Top Five States by Percentage of U.S. Sales Total Sales = \$10,599,298,000



1998 U. S. Census of Hort. Specialties

Horticulture as a Percentage of Total Crop Sales



* Horticultural specialty data collected in the 1998 Census of Horticultural Specialties from operations with \$10,000 or more in sales.
All other data obtained from the 1997 Census of Agriculture from farms with \$1,000 or more in sales.